

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Pace Advertising, 485 Fifth Avenue, New York, NY 10017	2. Registration No. 4508
---	-----------------------------

3. Name of foreign principal Curacao Tourism Development Foundation	4. Principal address of foreign principal Willemstad Curacao, Neth. Antilles
--	--

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☒ Other (specify) Foundation

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals.

c) Principal aim

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
91 MAY -3 PM 2:10
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

The Curacao Tourism Development Foundation is responsible for the promulgation and development of the island's tourism programs and products.

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Financed by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

The Foundation is jointly controlled and funded by the island Government of Curacao and local private sector business interests.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A

APR 29, 1991

Name and Title

Michael J. Youngman
Director, Travel and Tourism
Accounts

Signature



U.S. Department of Justice
Washington, DC 20530

Exhibit B
To Registration Statement
Under the Foreign Agents Registration Act of 1938, as amended

OMB No. 1105-0007
Approval Expires Nov. 30, 1993

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Pace Advertising	Curacao Tourism Development Foundation

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The agreement provides the terms and conditions under which the Agency will provide publicity in North America for the Curacao Tourism Product.

RECEIVED
FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE
MAY -3 1972
FEDERAL SECURITY
SECTION
REGISTRATION UNIT

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Development and dissemination of press releases, media kits, newsletters to media vehicles in North America. All such materials relates only to tourism

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B

Apr 29, 1991

Name and Title

Michael J. Youngman
Director, Travel and Tourism
Accounts

Signature

Michael J. Youngman

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

PACE

ADVERTISING • MARKETING • PUBLIC RELATIONS

April 18, 1991

Mr. Siegfried Loeper
Executive Director
Curaçao Tourism Development Foundation
Curaçao, N.A.

Dear Mr. Loeper:

Please accept this letter as acknowledgement of Pace's appointment as public relations agency for Curaçao and as confirmation of the basis on which we shall operate in servicing you.

Public Relations Services

Pace agrees to perform the following services including marketing assistance in close cooperation with the Curaçao Tourist Board:

- A. Write press releases and/or special articles aimed at the trade and consumer media (newspapers, magazines, radio, television, etc.) in accordance with an action plan mutually agreed upon.
- B. Service press requests for information about Curaçao with the assistance and approval of the Client.
- C. Establish and maintain good relations with the press on behalf of the Client for the purpose of placing or stimulating the writing of stories favorable to the Client and supporting the Client's objectives, subject to Client approval; escorting press visits; etc.
- D. Assist the Client with special promotional events both on a local and national level.
- E. Coordinate with the client's advertising agency of record under the direction of the client.
- F. Submit to the Client monthly reports showing media clippings and summarizing the Agency's public relations activities for the Client.

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

91 MAY -3 12:10

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

Fees and Expenses

As compensation for the public relations services provided by the Agency, The Curaçao Tourist Board agrees to pay Pace an annual fee of \$72,000, payable in monthly installments of \$6,000 beginning January 1, 1991, due as of the first day of each month.

In addition, the Client authorizes the Agency to expend during the 12 months, an additional sum not to exceed \$38,000 for such ordinary expenditures as may be necessary for the carrying out of the Client's public relations program, it being understood that these expenditures shall cover items such as the printing and distribution of press releases, postage, long-distance telephone calls, messenger services, news clipping services, the production of reports, photographs, press entertainment, necessary staff travel and such other items as may be requested by the Client.

Agency expenditures on behalf of Curaçao will be billed at cost when incurred and shall be supported by supplier invoices or receipts verifying the amounts involved.

A separate budget will be established for special promotions and events, to be authorized by Client prior to execution of the event.

Staff Service

The services of a management supervisor, account supervisor and assistant, as well as computer facilities, secretarial, clerical, and accounting services will be assigned to the account.

Pace staff members assigned to work on this account will meet as often as necessary with the representatives of Curaçao to discuss plans, work in progress, and results. In addition, Pace will submit written reports describing work performed and including a list of press contacts made, and press releases written.

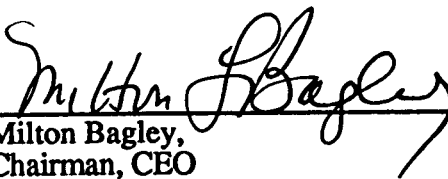
Duration of Agreement

This agreement is effective retroactive to January 1, 1991 and will remain in full force and effect unless cancelled by either party on 90 days written notice. The fee and programs will be reviewed on an annual basis.

Kindly indicate your acceptance and approval of the terms contained herein by signing and returning the duplicate copy attached hereto.

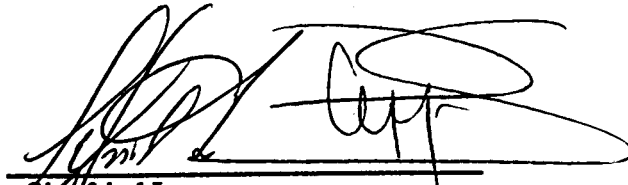
FOR:

Pace Public Relations


Milton Bagley,
Chairman, CEO

FOR:

The Curaçao Tourism
Development Foundation


Siegfried Loeper,
Executive Director

Date: _____
